newspapers

HEARST ADVERTISING SERVICE INC.

235 East 45 Street, New York, N. Y. 10017 212-661-5700

RECEIVED
DEC 23 1982
CLAUDE BECK

December 16, 1982

Mr. Claude Beck
Philip Morris, USA
120 Park Avenue
New York, NY 10017

Re: Los Angeles Herald Examiner-
Los Angeles County Group

Dear Claude:

First, a word of thanks for the generous hearing you provided for Joe Quinn and I on Monday, December 13. The opportunity to present details pertaining to our Los Angeles County Group was greatly appreciated.

As I mentioned, Claude, a general outline of particulars concerning our Group was promised. It is sincerely hoped that this data will contribute toward the addition of The Los Angeles County Group on Philip Morris scheduling in 1983.

LOS ANGELES HERALD EXAMINER and THE
LOS ANGELES COUNTY NEWSPAPER NETWORK

NEWSPAPER	Daily/Midweek Circulation
LOS ANGELES HERALD EXAMINER	285,099
LOS ANGELES COUNTY NEWSPAPERS (LACN)	
Downey Southeast News	12,500
Huntington Park Daily Signal	10,500
DAILIES SUB-TOTAL	23,000
THE ADVOCATE GROUP	
Artesia/Cerritos Community Advocate	18,650
Cypress/La Palma Community Advocate	16,900
Hawaiian Gardens/Rossmoor/Los Alamitos Community Adv.	13,000
COMMUNITY ADVOCATE SUB-TOTAL	48,550
HERALD AMERICAN GROUP	
Bellflower/Paramount Herald American	21,000
Lakewood Herald American	19,000
Pico Rivera Advertiser	7,000
North Long Beach Herald American	15,000
Norwalk/Santa Fe Springs Herald American	23,000
Downey Herald American	23,750
Compton/Lynwood Herald American	18,000
HERALD AMERICAN SUB-TOTAL	126,750

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Source: https://www.industrydocuments.ucsf.edu/docs/krmn0004

THE POST GROUP	
South Gate Press	17,550
Huntington Park Bulletin	12,800
Bell Gardens Review	7,800
Bell/Maywood Industrial Post	15,550
Florence/Firestone Bulletin	5,200
POST SUB-TOTAL	58,850
SAN FERNANDO VALLEY GROUP	
San Fernando Sun	29,950
Sun Valley Scene	18,000
Granada Hills Valley View	23,750
Northridge Valley View	24,300
Canoga Park Valley View	23,950
Las Virgenes News-Enterprise	20,000
Woodland Hills News-Enterprise	18,000
Sunland-Tujunga Record-Ledger	17,000
Montrose/La Crescenta/La Canada Record-Ledger	19,000
Tolunca/Canyon Crier	16,500
VALLEY NEWSPAPERS SUB-TOTAL	210,450
TOTAL CIRCULATION	752,699

The Herald Examiner bought in conjunction with these suburban Los Angeles newspapers provides a coverage dimension previously unavailable in the market. Specifically, combined use of LACG, and The Los Angeles Times immediately augments any newspaper program as the very difficult to achieve task of effectively attaining respectable household coverage increases dramatically.

LOS ANGELES/LONG BEACH SMSA
OCCUPIED HOUSING UNITS 2,730,674

Newspaper	CIRCULATION	COST*	%HOUSEHOLD COVERAGE
HERALD EXAMINER NETWORK	690,136	$7,140	25.2%
Los Angeles Times	682,036	8,160	24.9
Long Beach Press Telegram	120,402	1,880	4.3
Daily News	114,099	1,800	4.1
Torrance Daily Breeze/Pilot	100,941	1,250	3.8
San Gabriel Valley Tribune	65,946	1,010	2.4
Pasadena Star News	48,298	1,170	1.7
Pamona Progress Bulletin	41,996	580	1.5
Glendale-Burbank Review	28,964	510	1.1
TOTAL:	1,958,814	$23,280	69.0%

Both factors combine for 50% household penetration...a viable means in accutely increasing coverage in Los Angeles. Remember, Claude, the marketing concept for The Herald Examiner Network is construed as a singular advertising vehicle which greatly augments household coverage. Once again, a combined 50% household penetration level is coverage that cannot possibly be matched by any other "one-two" combination in Los Angeles.

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Source: https://www.industrydocuments.ucsf.edu/docs/krmn0004

As we discussed, Claude, the presentation given you will also be shown to the people at Leo Burnett, in Chicago. Of course, it's hoped that serious consideration will be given toward implementing a Philip Morris advertising program into the pages of our Los Angeles County Group in 1983.

My very best, Claude, for a healthy and happy 1983.

Best regards,

Edward J. Spinetta

EJS/cs

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